



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri State University-West Plains

Program Title: Culinary and Hospitality Management

Degree/Certificate: Associate of Applied Science

Options: NA

Delivery Site(s): Missouri State University-West Plains

CIP Classification: 12.0504

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/Program Inventory/search.jsp](http://highered.mo.gov/Program%20Inventory/search.jsp)

Implementation Date: September 2016

Cooperative Partners: South Central Career Center (SCCC), West Plains, Missouri

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Dennis Lancaster/Dean of Academic Affairs

Name/Title of Institutional Officer	Signature	Date
Cathy Proffitt Boys	417-255-7278	
Person to Contact for More Information	Telephone	



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	3	4	5	6	7
Part Time	2	3	4	5	5
Total	5	7	9	11	12

Please provide a rationale regarding how student enrollment projections were calculated:

The restaurant, food service and hospitality industries have long been an important economic factor in south central Missouri and in Missouri as a whole, with the accommodation and food service industry consistently among the top industries for growth in both Missouri and the South Central Region. MSU-WP admissions recruiters have reported interest in culinary arts by high school students to be high. By partnering with the successful culinary arts program at the South Central Career Center (SCCC) and by providing a B.S. and B.A.S. transfer path to the Missouri State University (MSU) Restaurant and Hospitality Management bachelors program, we anticipate interest and enrollment in the proposed program to increase.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Missouri State University (MSU) is a multi-campus university system; its campuses are structured to address the special needs of the urban and rural populations they serve in the Ozarks, which has a significant agricultural economy and rapidly growing tourism and recreational industries. MSU is a selective admissions, master's level teaching, and research institution that serves over 22,300 undergraduates and graduate students. Missouri State University – West Plains (MSU-WP) is an open admissions campus with 2,000 undergraduate students

The restaurant, food service and hospitality industries have long been an important economic factor in our area and in Missouri, with the accommodation and food service industry is consistently among the top industries for growth in both Missouri and the South Central Region. The Leisure and Hospitality industries experienced the second largest growth from 2000 to 2010 among Missouri's businesses (https://www.missourieconomy.org/industry/map_movie.stm). In 2015, there were 342 firms in this industry in the South Central Region with an average employment of 5019 and a 0.3% increase from the previous year (<https://www.missourieconomy.org/regional/profile/?ac=2915000006>). Restaurant and other eating places were among the top 10 industries for new business formation in Missouri in 2015. The Accommodation and

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Food Service Industry represented 4.7% of the 18,342 new businesses formed in Missouri in 2015 (https://www.missourieconomy.org/pdfs/new_business_formation_2015.pdf). MSU-WP admissions recruiters have reported interest in culinary arts by high school students to be high.

By partnering with the successful culinary arts program at South Central Career Center (SCCC), students will gain important knowledge and skills in culinary arts. The proposed AAS in Culinary and Hospitality Management will build on those skills with general education and business courses in addition to hospitality leadership, lodging management and safety and sanitation courses. This program will prepare graduates with the knowledge and skills needed to immediately enter the workforce upon completion of the program. The program will also prepare students for transfer to a bachelors degree program, such as the Missouri State University (MSU) Restaurant and Hospitality Management B.S. or B.A.S. programs. The proposed AAS in Culinary and Hospitality Management will prepare students for success in their chosen field, regardless of the path they take.



COLLABORATIVE PROGRAMS

Sponsoring Institutions: Missouri State University-West Plains

Degree program: Associate of Applied Science in Culinary and Hospitality Management

Length of agreement: Three years
(open-ended or limited)

1. Which institution(s) will have degree-granting authority?
Missouri State University – West Plains
2. Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?
Missouri State University – West Plains
3. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?
A memorandum of understanding has formalized the consortial agreement between MSU-WP and SCCC. Regularly scheduled meetings between the two organizations occur, providing opportunities for discussion and decision making regarding curriculum, admission standards, scheduling, etc.
4. Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?
Missouri State University-West Plains
5. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?
The memorandum of understanding is in place to ensure coordination and alignment of the programs. Regularly scheduled meetings occur between MSU-WP and SCCC to facilitate coordination of the program.
6. In addition to the information provided by each participating institution regarding Financial Projections (Form FP), please address the following items:
 1. How will tuition rates be determined if they differ among the institutions?
MSU-WP has contracted with SCCC to teach two 12 credit hour courses: FCA 150 Culinary Arts I and FCA 155 Culinary Arts II. MSU-WP will pay SCCC a set rate per credit hour per student as agreed upon by both institutions. FCA 150 and FCA 155 are MSU-WP courses and MSU-WP is responsible for student admission, registration, financial aid, and awarding credit.
 2. Has a formal agreement been developed regarding cost-sharing policies? If yes, please include it as part of the proposal. If no, please summarize the current

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understanding between all parties and the plans for developing a formal agreement.

There is no cost sharing. Per the memorandum of understanding, MSU-WP will pay the SCCC a set rate per credit hour per student as agreed upon by both institutions.

3. What arrangements, if any, have been made for exchange of money between participating institutions?

SCCC will bill MSU-WP for the agreed upon amount per student for the number of students enrolled in FCA 150 and FCA 155. MSU-WP will provide payment based on the bill from SCCC.

7. What commitments have been made by all participants to evaluate the program systematically?

Per the memorandum of understanding, this cooperative program will be reviewed by the MSI-WP Dean of Academic Affairs and the SCCC Director and Assistant Director of Adult Education at the end of each fall semester to determine effectiveness and make changes, if needed.

8. If one institution wishes to discontinue the program, what agreements exist for terminating the offering?

Either institution may terminate the agreement, with or without cause, by providing the other party with written notice of termination at least six (6) months before the effective date of termination.



PROGRAM STRUCTURE

A. Total credits required for graduation: 62

B. Residency requirements, if any: *Completion of last 15 credits in residence on the West Plains Campus or its extended campuses*

C. General education: Total credits: 14

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
COM 115	3	Fundamental of Public Speaking
ENG 110/110A	3	Writing I
MGT 130 or MTH 100	3	Business Math or Intermediate Applied Mathematics or higher (except MTH 197 MTH 297)
PLS 101	3	American Democracy & Citizenship
IDS 110	2	Student Success
	14	

D. Major requirements: Total credits: 45

Course Number	Credits	Course Title
Culinary and Hospitality Management Core		
CFD 130	3	Essentials of Nutrition
CIS 101	3	Computers for Learning
EPR110	3	Introduction to Entrepreneurship
FCA150	12	Culinary Arts I
FCA 155	12	Culinary Arts II
FCA297	3	World Cuisines and Culinary Cultures
HRA 210	3	Introduction to Hospitality Leadership
HRA 218	3	Safety and Sanitation
MKT150	3	Introduction to Marketing
Total Major Hours	42	
Elective		
Select one of the following:		
ACC 201	3	Introduction to Financial Accounting
EPR 290	3	Business Plan Development
GRY 100	3	World Regional Geography
HRA 215	3	Introduction to Lodging Management
VIN 174	3	Wines of the World
Total Elective Hours	3	



E. Free elective credits: None

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

The program requires a capstone class, FCA297 World Cuisine and Culinary Cultures, after completing a minimum of 40 credit hours of the 62 credit hour program.

G. Any unique features such as interdepartmental cooperation:

The program draws from other departments for supplemental courses, including Child & Family Development (CFD 130), Computer Information Systems (CIS 101), Marketing (MKT150), Accounting (ACC 201), Entrepreneurship (EPR 110 and EPR 290), Geography (GRY 100), and Enology (VIN 174).



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri State University-West Plains
Program Name AAS in Culinary and Hospitality Management
Date June 30, 2016

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

The proposed program has no special preparation requirements beyond the regular university admission requirements.

- Characteristics of a specific population to be served, if applicable.

MSU – WP is located in the most rural and isolated region of the state and is the only public higher educational opportunities in the seven county service area. Of the total residents in the service area, 25 percent live at or below the poverty line. Less than nine percent of the service area population have achieved college degrees. Approximately three-fourths of the MSU – West Plains students are not prepared for college-level work as measured by placement assessment, forcing them to complete up to three remedial courses.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Full-time and part-time faculty are required to have completed a minimum of a masters degree or have substantial, specialized practical experience in order to teach the courses required for this degree program.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

Approximately 37% of the courses for this program may be taught by full-time faculty and 63% may be taught by per course faculty.

- Expectations for professional activities, special student contact, teaching/learning innovation.



Full-time faculty are strongly encouraged to pursue continuing education opportunities in their respective fields and to participate in professional organizations; professional development funds are provided by the university. All full-time faculty serve as student advisors.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
Estimated FTEs = 9 students.
- Percent of full time and part time enrollment by the end of five years.
Estimated full-time enrollment = 58%; Estimated part-time enrollment = 42%



4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Estimated graduates at three years = 7; Estimated graduates at five years = 17
- Special skills specific to the program.
Students will acquire the following skills and knowledge, specific to this program: culinary arts, safety and sanitation, hospitality leadership, lodging management, accounting, marketing, nutrition, among others.
- Proportion of students who will achieve licensing, certification, or registration.
NA
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
NA
- Placement rates in related fields, in other fields, unemployed.
Estimated placement rate in related fields = 75%; Estimated placement rate in other fields = 25%
- Transfer rates, continuous study.
Estimated transfer and/or continuous study rate = 35%

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
The Higher Learning Commission of the North Central Association – 2017

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*
Graduate surveys will be conducted, via telephone, within six months of graduation.
- Expected satisfaction rates for employers, *including timing and method of surveys.*
Employers of program graduates will be surveyed, via telephone, within six months of graduation. A general survey of local employers will be conducted every two years, via written survey mailed to each employer, with at least 90% of employers responding will indicate satisfaction with the preparation of graduates.

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7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

Since 1963, MSU-WP has successfully met the needs of its constituents in providing effective learning opportunities to students in liberal arts and transfer education. Since the mid-1990's, those opportunities were extended to programs in career and technical education. MSU-WP is especially well-equipped to support this program because it aligns well with other programs, and utilizes courses from those programs. The biggest asset possessed by MSU-WP is its partnership with SCCC for the culinary arts courses and with MSU for the transfer opportunities. With this proposed program, MSU-WP is striving to fulfill its mission to provide quality educational services to south central Missouri.